

Peter Sellers • George C. Scott
in Stanley Kubrick's
Dr. Strangelove

Or: How I Learned To Stop Worrying And Love The Bomb

the hot-line suspense comedy



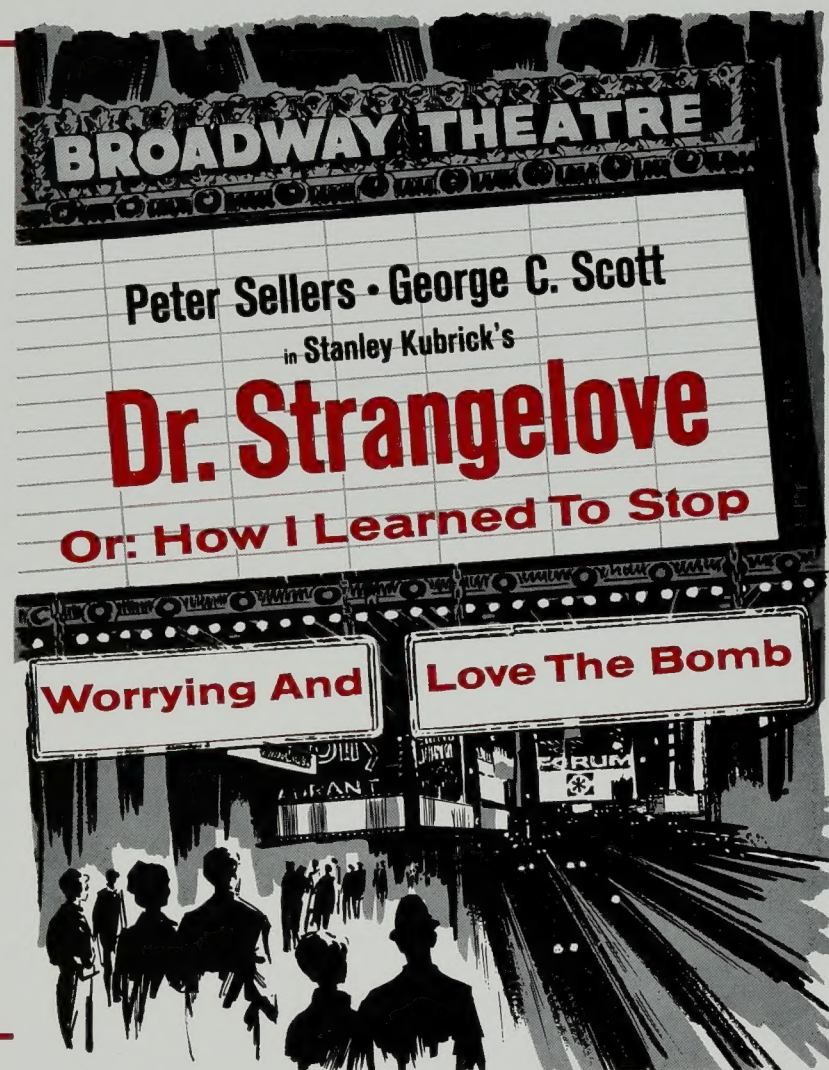
also starring Sterling Hayden • Keenan Wynn • Slim Pickens and introducing Tracy Reed (as "Miss Foreign Affairs")
Screenplay by Stanley Kubrick, Peter George & Terry Southern Based on the book "Red Alert" by Peter George • Produced by Stanley Kubrick • Directed by Stanley Kubrick A Columbia Pictures Release

COLUMBIA PRESS BOOK

DR. STRANGELOVE

**Or: How to Stop Worrying
And . . . Use Showmanship
To Display Title And Stars
Properly on Your Marquee!**

The title is "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb." The title is important, and it should be displayed — in full! — on your theatre marquee, along with stars Peter Sellers and George C. Scott! However, there are few theatres with a marquee large enough—or with a marquee alphabet big enough—for the entire title of the Stanley Kubrick comedy. The trick is to use as much as you can—and hang the rest! Your sign shop can handle the job, and provide you with worthwhile marquee underhangs that add up to a built-in word-of-mouth gimmick for a distinctly word-of-mouth boxoffice attraction!



'DR. STRANGELOVE or: . . . ' How the Critics Learned to Start Laughing and Love the Picture!

"'Dr. Strangelove' is a wildly comic nightmare!"

—Life Magazine

"Crazy, fantastic, outrageous, nearly insane, and side-splittingly funny! Kubrick's biting satire stands as an eloquent testimony to the possibilities of intelligent comment in film!"

—Newsweek

"Stanley Kubrick has made an outrageous, daring, inventive devilish, macabre, and scintillating comedy! He has cooked up, with fiendish detail, an array of radar, bombsight, electronic signal devices, and countermanding devices that are brilliantly and horribly funny in their own right. Kubrick has carried American comedy to a new high ground."

—Saturday Review

"See 'Dr. Strangelove.' Delivers laughs that end in gasps! Really comes off—like a rocket."

—McCalls Magazine

"Kubrick is probably the most dazzling director around. His style is swift, lucid, economical. It is all brilliant, exciting, fresh, funny and fascinating. A triumph of artistic virtuosity."

—Show Magazine

"Film wizardry! One that may rank with world standouts. Stanley Kubrick has hit a stride here that puts him big-leagues ahead of the overblown Hollywood 'greats.'"

—Playboy

"Almost unbearable suspense. Mysterious, magnetic, it will be here for a long time to scare the daylights out of some, to amuse some."

—N. Y. Daily News

"The most original American comedy in years and at the same time a supersonic thriller that should have audiences chomping their fingernails right down to the funny bone! Outrageously brilliant!"

—Time

"Stanley Kubrick has the authentic touch of genius. It is impossible to describe how much magnificent entertainment he has packed into this amalgam of wild humor and satire."

—N. Y. Post

"Stanley Kubrick makes his audiences the happiest people on earth. You shudder with laughter in the midst of such wild fun. Gloriously gratifying."

—N. Y. World-Telegram and Sun

"The best American movie in years!"

—New Yorker

"The most cogent, comic movie to come along in many a year. A gripping suspense thriller, sharply unfolded, tightly told, irreverent to the point of savagery."

—N. Y. Herald Tribune

"Grand, brilliant satire almost beyond compare. One of the cleverest and most satiric thrusts at the awkwardness and folly of the military mind that have ever been on the screen."

—N. Y. Times

"A brilliant, bizarre satire."

—Seventeen Magazine

"A lafforama! The funniest and most serious American movie in a long time. Every sacred idea of the cold war is methodically raked over with a barrage of satire."

—Esquire Magazine

"A horrifying, scarifying, terrifyingly realistic comedy!"

—Cue Magazine

"Not to be missed!"

—Harper's Bazaar

The Cast

Group Capt. Lionel Mandrake	Peter Sellers
President Muffley	
Dr. Strangelove	
General "Buck" Turgidson	George C. Scott
General Jack D. Ripper	Sterling Hayden
Colonel "Bat" Guano	Keenan Wynn
Major T. J. "King" Kong	Slim Pickens
Ambassador de Sadesky	Peter Bull
Miss "Foreign Affairs"	Tracy Reed
Lt. Lothar Zogg (Bombardier)	James Earl Jones
Mr. Staines	Jack Creley
Lt. H. R. Dietrich (D.S.O.)	Frank Berry
Lt. W. D. Kivel (Navigator)	Glenn Beck
Capt. G. A. "Ace" Owens (Co-Pilot)	Shane Rimmer
Lt. B. Goldberg (Radio Operator)	Paul Tamarin
General Faceman	Gordan Tanner
Admiral Randolph	Robert O'Neil
Frank	Roy Stephens
Member of Defense Team	Laurence Herder
Member of Defense Team	John McCarthy
Member of Defense Team	Hal Galili

(Burpelson Air Force Base)

The Credits

Produced and Directed by	Stanley Kubrick
Screenplay by	Stanley Kubrick, Terry Southern & Peter George
Based on the book, "Red Alert," by	Peter George
Music	Laurie Johnson
Director of Photography	Gilbert Taylor, B.S.C.
Film Editor	Anthony Harvey
Production Designer	Ken Adam
Associate Producer	Victor Lyndon
Art Director	Peter Murton
Camera Operator	Kelvin Pike
Camera Assistant	Bernard Ford
Wardrobe	Bridget Sellers
Production Manager	Clifton Brandon
Assistant Director	Eric Rattray
Continuity	Pamela Carlton
Special Effects	Wally Veevers
Travelling Matte	Vic Margutti
Recordist	Richard Bird
Sound Supervisor	John Cox
Dubbing Mixer	John Alfred
Sound Editor	Leslie Hodgson
Assistant Editor	Ray Lovejoy
Assembly Editor	Geoffrey Fry
Make-Up	Stewart Freeborn
Hairdresser	Barbara Ritchie
Aviation Advisor	Capt. John Crewdson
Main Title by	Pablo Ferro

Ferro, Mohammed & Schwartz, Inc.

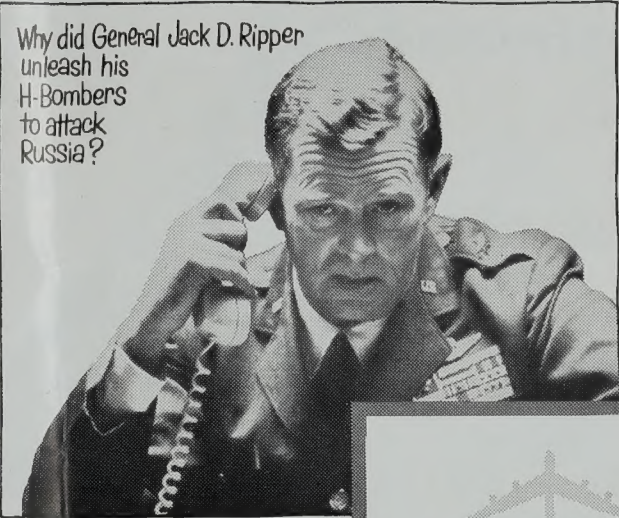
A Stanley Kubrick Production

A Columbia Pictures Release

The Story

A psychotic Air Force Commander triggers an ingenious, foolproof and irrevocable scheme, unleashing his wing of B-52 H-Bombers to attack Russia. The President of the United States, unable to recall the aircraft, is forced to cooperate with the Soviet Premier in a bizarre attempt to save the world. Running Time: 93 Minutes

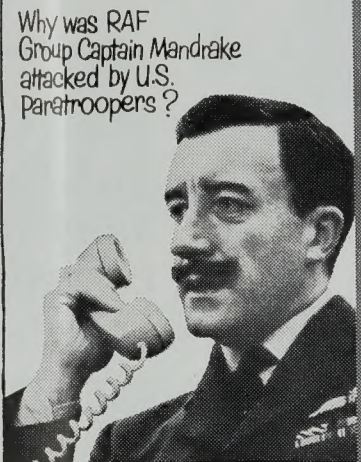
Why did General Jack D. Ripper unleash his H-Bombers to attack Russia?



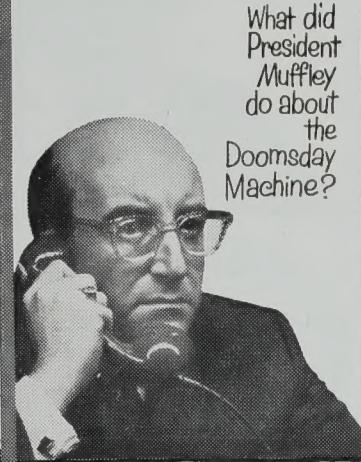
Where was General "Buck" Turgidson when the Hot-Line rang?



Why was RAF Group Captain Mandrake attacked by U.S. paratroopers?



What did President Muffley do about the Doomsday Machine?



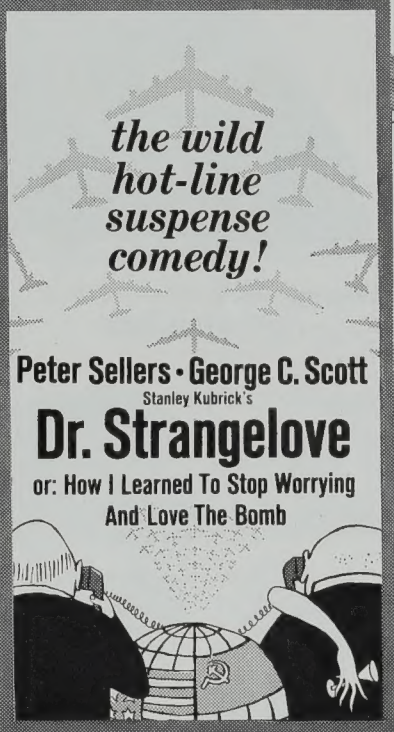
the wild hot-line suspense comedy!

Peter Sellers • George C. Scott

Stanley Kubrick's

Dr. Strangelove

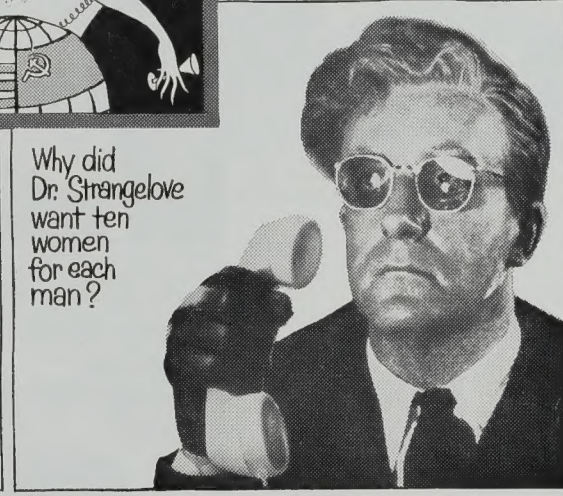
or: How I Learned To Stop Worrying And Love The Bomb



Why did Miss "Foreign Affairs" phone the Pentagon War Room?



Why did Dr. Strangelove want ten women for each man?



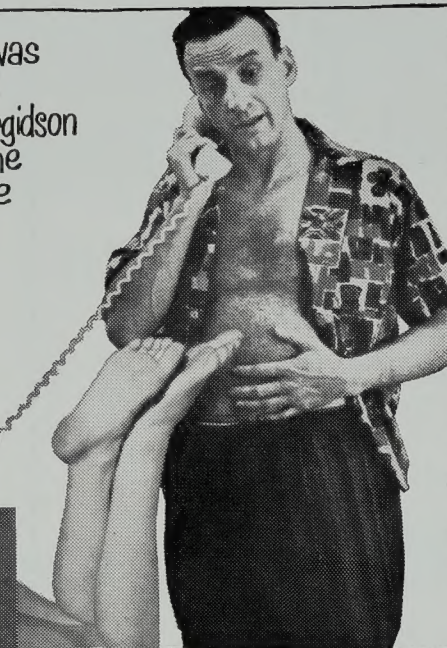
also starring Sterling Hayden-Keenan Wynn-Slim Pickens and introducing Screenplay by Stanley Kubrick, Peter George & Terry Southern Based on the book "Red Alert" by Peter George Produced & Directed by Stanley Kubrick A Columbia Pictures Release

Ad No. 406—616 Lines (including imprint space)
4 Cols. x 11 Inches

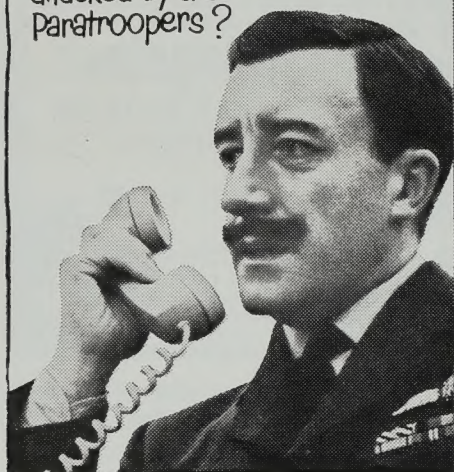
Why did General Jack D. Ripper
unleash his
H-Bombers
to attack
Russia?



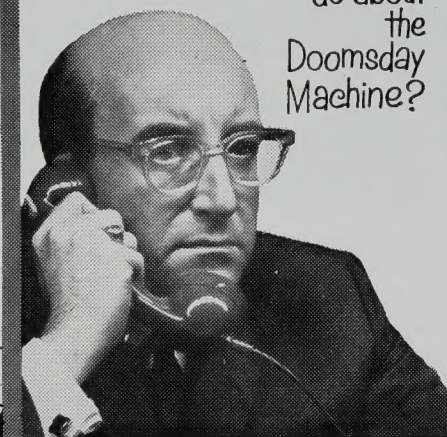
Where was
General
"Buck" Turgidson
when the
Hot-Line
rang?



Why was RAF
Group Captain Mandrake
attacked by U.S.
Paratroopers?



What did
President
Muffley
do about
the
Doomsday
Machine?



Why did Miss
"Foreign Affairs"
phone the
Pentagon War
Room?



Why did
Dr. Strangelove
want ten
women
for each
man?



*the wild
hot-line
suspense
comedy!*

Peter Sellers • George C. Scott
Stanley Kubrick's
Dr. Strangelove
or: How I Learned To Stop Worrying
And Love The Bomb

Ad No. 505—955 Lines
(including imprint space)
5 Cols. x 13 Inches

Also Available As
Ad No. 306—345 Lines
3 Cols. x 8 1/4 Inches

also starring Sterling Hayden • Keenan Wynn • Slim Pickens and introducing Tracy Reed
Screenplay by Stanley Kubrick, Peter George & Terry Southern
Based on the book "Red Alert" by Peter George
Produced & Directed by Stanley Kubrick
A Columbia Pictures Release

America Acclaims Dr. Strangelove!

LIFE

"A wildly comic nightmare."

NEWSWEEK

"An eloquent testimony to the possibilities of intelligent comment in film! Side-splittingly funny!"

CBS

"The first important American movie of 1964."

TIME

"The most original American comedy in years!"

NEW YORKER

"The best American movie in years!"

N.Y. HERALD
TRIBUNE

"A masterpiece! The most cogent, comic movie to come along in many a year."

NEW YORK
TIMES

"Grand, brilliant satire! A roaring good spoof!"

McCALLS

"Really comes off like a rocket!"

ESQUIRE

"The funniest and most serious American movie in a long time!"

SHOW

"It is all brilliant, exciting, fresh, funny and fascinating!"

NEW YORK
DAILY NEWS

"Almost unbearable suspense! It will be here for a long time."

SEVENTEEN

"A brilliant, bizarre satire!"

NBC

"A classic in movie-making. We will hear about it for years to come."

SAT. REVIEW

"Kubrick has carried American comedy to a new high ground."

N.Y. POST

"Stanley Kubrick has the authentic touch of genius. Magnificent entertainment! Wild humor and satire!"

HARPER'S
BAZAAR

"Not to be missed!"

N.Y. WORLD TELEGRAM-SUN
TELEGRAM

"Explodes with laughter! One of the most gloriously gratifying of all screen satires."

PLAYBOY

"Film wizardry! One that may rank with world standouts."



Peter Sellers • George C. Scott

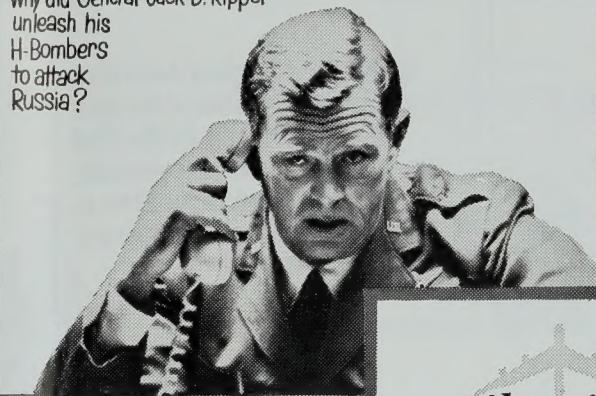
Stanley Kubrick's

Dr. Strangelove

or: How I Learned To Stop Worrying And Love The Bomb

also starring
Sterling Hayden Keenan Wynn Slim Pickens and introducing Tracy Reed (as "Miss Foreign Affairs") - Screenplay by Stanley Kubrick,
Peter George & Terry Southern
Based on the book
"Red Alert" by Peter George - Produced & Directed by Stanley Kubrick - A Columbia Pictures Release

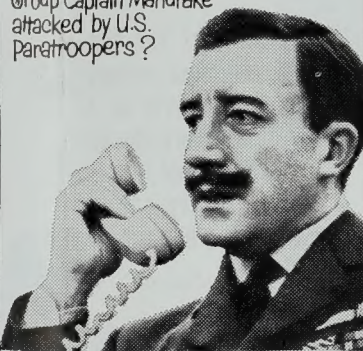
Why did General Jack D. Ripper
unleash his
H-Bombers
to attack
Russia?



Where was
General "Buck" Turgidson
when the
Hot-Line
rang?



Why was RAF
Group Captain Mandrake
attacked by U.S.
Paratroopers?



*the wild
hot-line
suspense
comedy!*

Peter Sellers • George C. Scott

Stanley Kubrick's

Dr. Strangelove

or: How I Learned To Stop Worrying
And Love The Bomb



Why did Miss
"Foreign Affairs"
phone the
Pentagon War
Room?



Why did
Dr. Strangelove
want ten
women
for each
man?



What did
President
Muffley
do about
the
Doomsday
Machine?

also starring
Sterling Hayden Keenan Wynn Slim Pickens and introducing Tracy Reed (as "Miss Foreign Affairs") - Screenplay by Stanley Kubrick, Peter George & Terry Southern
Based on the book
"Red Alert" by Peter George - Produced & Directed by Stanley Kubrick - A Columbia Pictures Release

Ad No. 408—520 Lines (including imprint space)
4 Cols. x 9¼ Inches

Ad No. 212—386 Lines—2 Cols x 13¾ Inches

Also Available As

Ad No. 309—900 Lines—3 Cols. x 21½ Inches

Also Available As

Ad No. 213—300 Lines—2 Cols. x 10¾ Inches

Also Available As

Ad No. 214—200 Lines—2 Cols. x 7⅛ Inches

AD NOS. 213 AND 214 HAVE FEWER QUOTES

**“Dr. Strangelove
is a wildly comic
nightmare!”**

—LIFE



**“The most original American
comedy in years and at the same
time a supersonic thriller that
should have audiences chomping
their fingernails right down to
the funny bone! Outrageously
brilliant!”**

—TIME



**“Crazy, fantastic, out-
rageous, nearly insane,
and side-splittingly
funny! Kubrick’s biting
bitter satire stands as
an eloquent testimony
to the possibilities of
intelligent comment in
film!”**

—NEWSWEEK



**“The Best American
Movie In Years!”**

—NEW YORKER

Peter Sellers • George C. Scott

Stanley Kubrick’s

Dr. Strangelove

or: How I Learned To Stop Worrying
And Love The Bomb



**“A lafforama! The fun-
niest and most serious
American movie in a
long time! Every sacred
idea of the cold war is
methodically raked
over with a barrage of
satire!”**

—ESQUIRE



**“Kubrick is probably the most
dazzling director around. His
style is swift, lucid, econom-
ical. It is all brilliant, exciting,
fresh, funny and fascinat-
ing. A triumph of artistic
virtuosity.”**

—SHOW



**“Film wizardry! One that may
rank with world standouts.
Stanley Kubrick has hit a
stride here that puts him big-
leagues ahead of the over-
blown Hollywood
“greats.”**

—PLAYBOY



also starring Sterling Hayden Keenan Wynn Slim Pickens and introducing Tracy Reed Screenplay by Stanley Kubrick, Peter George & Terry Southern Produced & Directed by Stanley Kubrick Based on the book “Red Alert” by Peter George A Columbia Pictures Release

Ad No. 407—524 Lines (including imprint space)
4 Cols. x 9 $\frac{3}{8}$ Inches

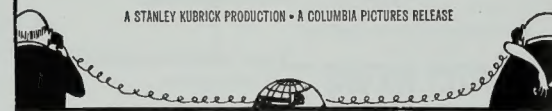
ALSO AVAILABLE AS AD NO. 307—285 LINES (3 COLS. x 6 $\frac{3}{4}$ INCHES)

“DR. STRANGELOVE is

the most original Amer-
ican comedy in years and
at the same time a super-
sonic thriller that should
have audiences chomping
their fingernails right
down to the funny bone!
Outrageously brilliant!”

—Time

A STANLEY KUBRICK PRODUCTION • A COLUMBIA PICTURES RELEASE



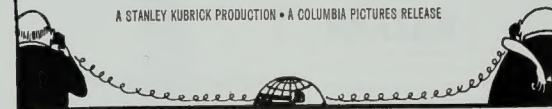
Ad No. 210—94 Lines
2 Cols. x 3 $\frac{3}{8}$ Inches

“DR. STRANGELOVE is

the most original American comedy in years.
A supersonic thriller that should have audi-
ences chomping their fingernails right down
to the funny bone!”

—TIME

A STANLEY KUBRICK PRODUCTION • A COLUMBIA PICTURES RELEASE

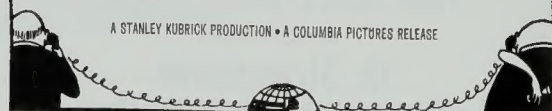


Ad No. 209—62 Lines
2 Cols. x 2 $\frac{1}{4}$ Inches

**“Dr. Strangelove
is a wildly comic
nightmare!”**

—LIFE

A STANLEY KUBRICK PRODUCTION • A COLUMBIA PICTURES RELEASE



Ad No. 211—62 Lines
2 Cols. x 2 $\frac{1}{4}$ Inches

IMPORTANT!

Advertising mats on this picture will carry the names of Peter Sellers and George S. Scott in larger size than is shown in the ads reproduced in this pressbook. Their names will be in type size 75% of the words "Dr. Strangelove."

WHY DID U.S. H-BOMBERS ATTACK RUSSIA?
WHY DID DR. STRANGELOVE WANT TEN WOMEN FOR EACH MAN?
WHERE WAS THE RED PREMIER WHEN THE HOT-LINE RANG?
WHY DID THE FATE OF THE WORLD HANG ON A COCA-COLA MACHINE?
WHY DID U.S. PARATROOPERS INVADE THEIR OWN BASE?
WHAT WAS THE DOOMSDAY MACHINE?

the hot-line suspense comedy

Peter Sellers • George C. Scott
Stanley Kubrick's

Dr. Strangelove

or: How I Learned To Stop Worrying And Love The Bomb

also starring
Sterling Hayden • Keenan Wynn • Slim Pickens
and introducing Tracy Reed
(as "Miss Foreign Affairs") • Screenplay by Stanley Kubrick,
Peter George & Terry Southern
Based on the book "Red Alert" by Peter George • Produced & Directed by Stanley Kubrick • A Columbia Pictures Release

Ad No. 302—520 Lines
4 Cols. x 9 1/4 Inches

"Dr. Strangelove is a wildly comic nightmare!"
—LIFE

"The most original American comedy in years. A supersonic thriller." —TIME

"Crazy, fantastic, outrageous and side-splittingly funny."
—NEWSWEEK

"The Best American Movie In Years!"
—NEW YORKER

"A lafforama! The funniest and most serious American movie in a long time!" —ESQUIRE

"It is all brilliant exciting, fresh, funny and fascinating."
—SHOW

"Film wizardry! One that may rank with world standouts."
—PLAYBOY

Peter Sellers • George C. Scott
Stanley Kubrick's

Dr. Strangelove

or: How I Learned To Stop Worrying And Love The Bomb

also starring
Sterling Hayden • Keenan Wynn • Slim Pickens
and introducing Tracy Reed
(as "Miss Foreign Affairs") • Screenplay by Stanley Kubrick,
Peter George & Terry Southern
Based on the book "Red Alert" by Peter George • Produced & Directed by Stanley Kubrick • A Columbia Pictures Release

Ad No. 308—300 Lines (including imprint space)
3 Cols. x 7 1/4 Inches

Why did General Jack D. Ripper unleash his H-Bombers to attack Russia?

Where was General 'Buck' Turgidson when the Hot-Line rang?

Why did Miss "Foreign Affairs" phone the Pentagon War Room?

Why did Dr. Strangelove want ten women for each man?

Peter Sellers • George C. Scott
Stanley Kubrick's

Dr. Strangelove

or:
How I Learned To Stop Worrying And Love The Bomb

also starring
Sterling Hayden • Keenan Wynn • Slim Pickens
and introducing Tracy Reed
(as "Miss Foreign Affairs") • Screenplay by Stanley Kubrick,
Peter George & Terry Southern
Based on the book "Red Alert" by Peter George • Produced & Directed by Stanley Kubrick • A Columbia Pictures Release

Ad No. 305—246 Lines
3 Cols. x 5 7/8 Inches

WHY DID U.S. H-BOMBERS ATTACK RUSSIA?

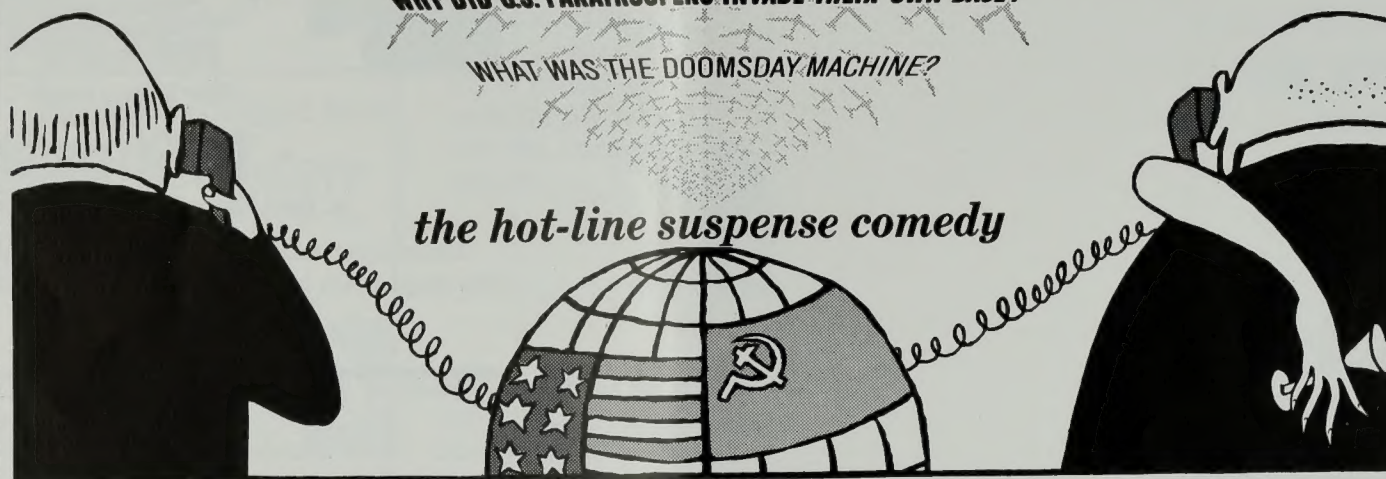
WHY DID DR. STRANGELOVE WANT TEN WOMEN FOR EACH MAN?

WHERE WAS THE RED PREMIER WHEN THE HOT-LINE RANG?

WHY DID THE FATE OF THE WORLD HANG ON A COCA-COLA MACHINE?

WHY DID U.S. PARATROOPERS INVADE THEIR OWN BASE?

WHAT WAS THE DOOMSDAY MACHINE?



Peter Sellers • George C. Scott

Stanley Kubrick's

Dr. Strangelove

or: How I Learned To Stop Worrying And Love The Bomb

also starring

Sterling Hayden • Keenan Wynn • Slim Pickens

and introducing

Tracy Reed

(as "Miss Foreign Affairs")

Screenplay by

Stanley Kubrick, Peter George & Terry Southern

Based on the book
"Red Alert" by Peter George

Produced & Directed by

Stanley Kubrick

A Columbia

Pictures Release

Ad No. 502—640 Lines

5 Cols. x 9 1/8 Inches

All advertising material in this pressbook, as well as all other newspaper and publicity material, has been approved under the M P A A Advertising Code as a self-regulatory procedure of the Motion Picture Association of America.



All inquiries on this procedure, which is voluntarily subscribed to by the major motion picture companies, may be addressed to: Advertising Code Administrator, Motion Picture Association of America, 522 Fifth Avenue, New York 36, N. Y.

WHY DID U.S. H-BOMBERS ATTACK RUSSIA?

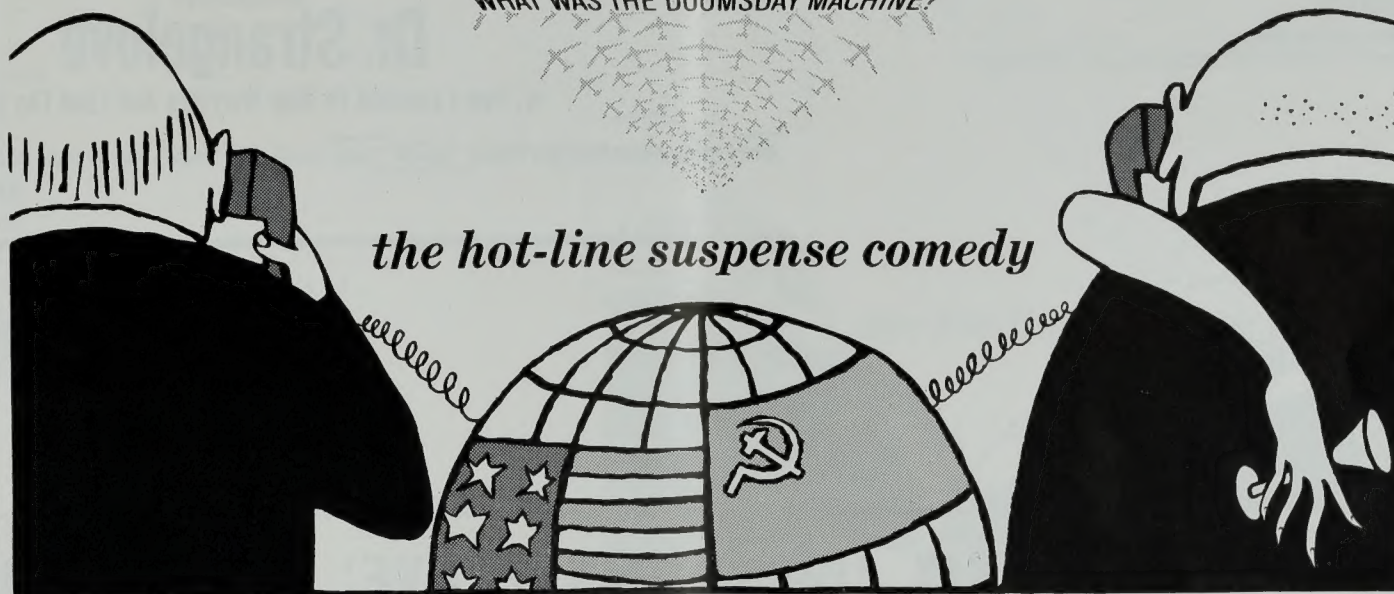
WHY DID DR. STRANGELOVE WANT TEN WOMEN FOR EACH MAN?

WHERE WAS THE RED PREMIER WHEN THE HOT-LINE RANG?

WHY DID THE FATE OF THE WORLD HANG ON A COCA-COLA MACHINE?

WHY DID U.S. PARATROOPERS INVADE THEIR OWN BASE?

WHAT WAS THE DOOMSDAY MACHINE?



the hot-line suspense comedy

Peter Sellers • George C. Scott

Stanley Kubrick's

Dr. Strangelove

or: How I Learned To Stop Worrying And Love The Bomb

also starring

Sterling Hayden • Keenan Wynn • Slim Pickens

and introducing

Tracy Reed
(as "Miss Foreign Affairs")

Screenplay by

Stanley Kubrick, Peter George & Terry Southern

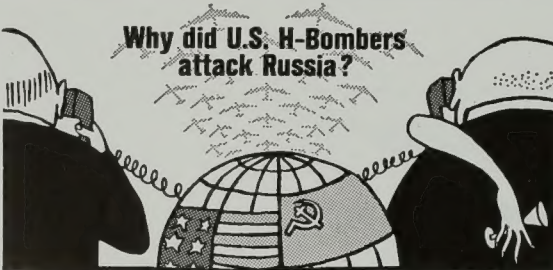
Based on the book
"Red Alert"
by Peter George

Produced & Directed by
Stanley Kubrick

A
Columbia
Pictures
Release

Ad No. 501—820 Lines
5 Cols. x 11 5/8 Inches

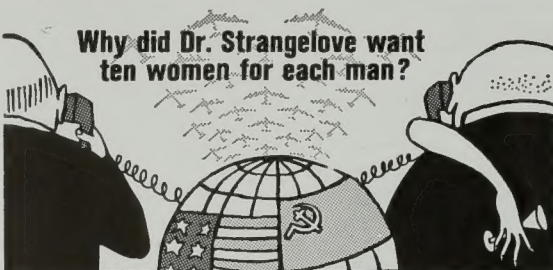
Why did U.S. H-Bombers attack Russia?



Stanley Kubrick's **Dr. Strangelove**
 or: How I Learned To Stop Worrying And Love The Bomb
 A Columbia Pictures Release

T-1

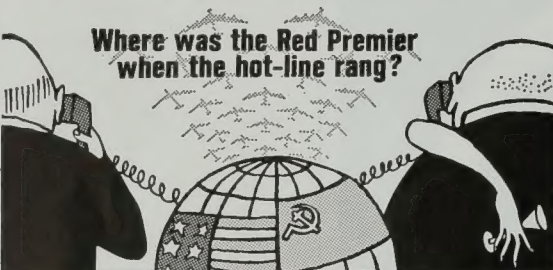
Why did Dr. Strangelove want ten women for each man?



Stanley Kubrick's **Dr. Strangelove**
 or: How I Learned To Stop Worrying And Love The Bomb
 A Columbia Pictures Release

T-2

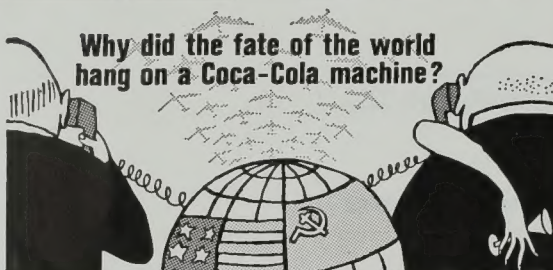
Where was the Red Premier when the hot-line rang?



Stanley Kubrick's **Dr. Strangelove**
 or: How I Learned To Stop Worrying And Love The Bomb
 A Columbia Pictures Release

T-3

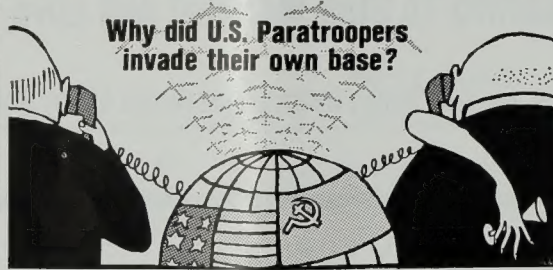
Why did the fate of the world hang on a Coca-Cola machine?



Stanley Kubrick's **Dr. Strangelove**
 or: How I Learned To Stop Worrying And Love The Bomb
 A Columbia Pictures Release

T-4

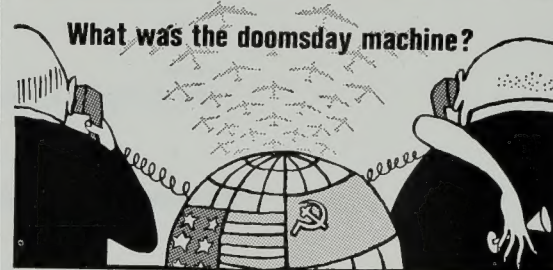
Why did U.S. Paratroopers invade their own base?



Stanley Kubrick's **Dr. Strangelove**
 or: How I Learned To Stop Worrying And Love The Bomb
 A Columbia Pictures Release

T-5

What was the doomsday machine?

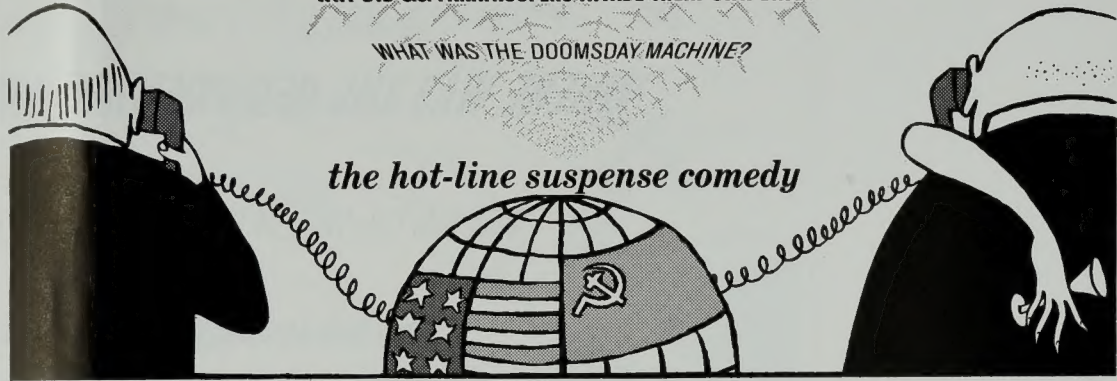


Stanley Kubrick's **Dr. Strangelove**
 or: How I Learned To Stop Worrying And Love The Bomb
 A Columbia Pictures Release

T-6

WHY DID U.S. H-BOMBERS ATTACK RUSSIA?
WHY DID DR. STRANGELOVE WANT TEN WOMEN FOR EACH MAN?
WHERE WAS THE RED PREMIER WHEN THE HOT-LINE RANG?
WHY DID THE FATE OF THE WORLD HANG ON A COCA-COLA MACHINE?
WHY DID U.S. PARATROOPERS INVADE THEIR OWN BASE?
WHAT WAS THE DOOMSDAY MACHINE?

the hot-line suspense comedy



Peter Sellers • George C. Scott
 Stanley Kubrick's
Dr. Strangelove
 or: How I Learned To Stop Worrying And Love The Bomb

also starring Sterling Hayden-Keenan Wynn-Slim Pickens and introducing Tracy Reed Screenplay by Stanley Kubrick, Peter George & Terry Southern Based on the book "Red Alert" by Peter George Produced & Directed by Stanley Kubrick A Columbia Pictures Release

Ad No. 403—408 Lines
 4 Cols. x 7 1/4 Inches

SIX 'DR. STRANGELOVE' TEASER ADS
All Available on a Single Mat — Order Mat No. 2000
Each Teaser Ad Runs 78 Lines — 2 Cols. x 2 3/8 Inches

WHY DID U.S. H-BOMBERS ATTACK RUSSIA?

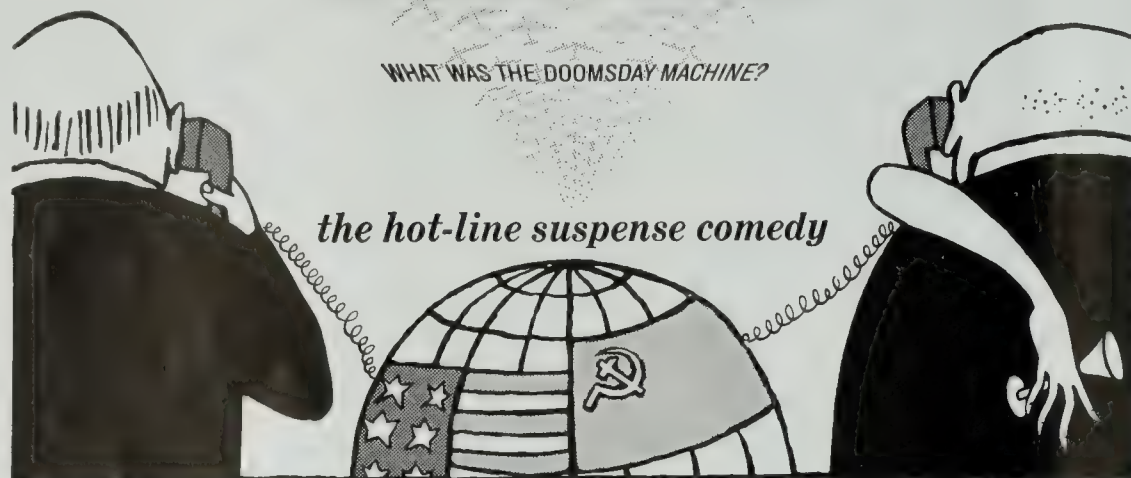
WHY DID DR. STRANGELOVE WANT TEN WOMEN FOR EACH MAN?

WHERE WAS THE RED PREMIER WHEN THE HOT-LINE RANG?

WHY DID THE FATE OF THE WORLD HANG ON A COCA-COLA MACHINE?

WHY DID U.S. PARATROOPERS INVADE THEIR OWN BASE?

WHAT WAS THE DOOMSDAY MACHINE?



Peter Sellers • George C. Scott

Stanley Kubrick's

Dr. Strangelove

or: How I Learned To Stop Worrying And Love The Bomb

also starring Sterling Hayden-Keenan Wynn-Slim Pickens and introducing Tracy Reed (as "Miss Foreign Affairs") Screenplay by Stanley Kubrick, Peter George & Terry Southern Based on the book "Red Alert" by Peter George Produced & Directed by Stanley Kubrick A Columbia Pictures Release

Ad No. 402—520 Lines
4 Cols. x 9 1/4 Inches

Utility Mat No. 1

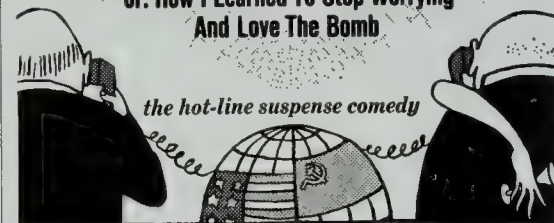
- Ad No. 202
- Ad No. 203
- Ad No. 204
- Ad No. 206
- Publicity 1-B
- Publicity 1-C
- Publicity 2-A

Peter Sellers • George C. Scott

Stanley Kubrick's

Dr. Strangelove

or: How I Learned To Stop Worrying And Love The Bomb



also starring Sterling Hayden-Keenan Wynn-Slim Pickens and introducing Tracy Reed (as "Miss Foreign Affairs") Screenplay by Stanley Kubrick, Peter George & Terry Southern Based on the book "Red Alert" by Peter George Produced & Directed by Stanley Kubrick A Columbia Pictures Release

T H E A T R E

Ad No. 203—100 Lines
2 Cols. x 3 5/8 Inches

WHY DID U.S. H-BOMBERS ATTACK RUSSIA?

WHY DID DR. STRANGELOVE WANT TEN WOMEN FOR EACH MAN?

WHERE WAS THE RED PREMIER WHEN THE HOT-LINE RANG?

WHY DID THE FATE OF THE WORLD HANG ON A COCA-COLA MACHINE?

WHAT WAS THE DOOMSDAY MACHINE?



Peter Sellers • George C. Scott

Stanley Kubrick's

Dr. Strangelove

or: How I Learned To Stop Worrying And Love The Bomb

also starring Sterling Hayden-Keenan Wynn-Slim Pickens and introducing Tracy Reed (as "Miss Foreign Affairs") Screenplay by Stanley Kubrick, Peter George & Terry Southern Based on the book "Red Alert" by Peter George Produced & Directed by Stanley Kubrick A Columbia Pictures Release

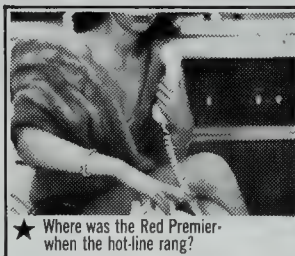
T H E A T R E

Ad No. 201—184 Lines
2 Cols. x 6 1/2 Inches

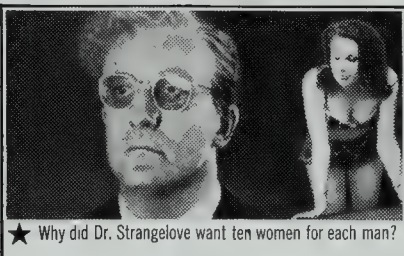
THE WILD HOT-LINE SUSPENSE COMEDY!



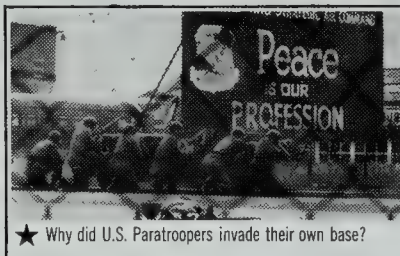
★ Why did U.S. H-Bombers attack Russia?



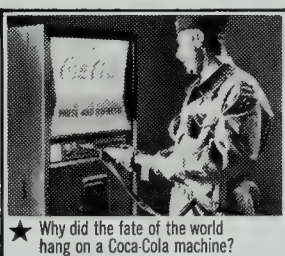
★ Where was the Red Premier when the hot-line rang?



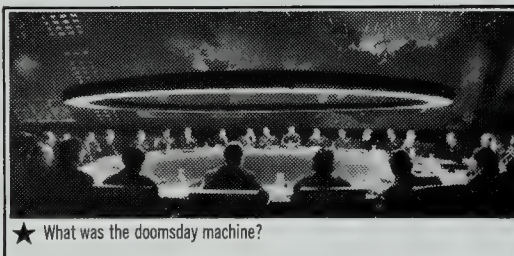
★ Why did Dr. Strangelove want ten women for each man?



★ Why did U.S. Paratroopers invade their own base?



★ Why did the fate of the world hang on a Coca-Cola machine?



★ What was the doomsday machine?

Peter Sellers • George C. Scott
Stanley Kubrick's

Dr. Strangelove

or: How I Learned To Stop Worrying And Love The Bomb

and introducing Tracy Reed
Screenplay by Stanley Kubrick, Peter George & Terry Southern
Based on the book "Red Alert" by Peter George
Produced & Directed by Stanley Kubrick
A Columbia Pictures Release

also starring Sterling Hayden • Keenan Wynn • Slim Pickens

Stanley Kubrick's

Dr. Strangelove

or: How I Learned To Stop Worrying And Love The Bomb

A Columbia Pictures Release

Ad No. 206—30 Lines
2 Cols. x 1 1/8 Inches

MR. EXHIBITOR, PLEASE NOTE:-

The variety of ads in this pressbook for "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb" should provide you with different and exciting material for a major, ticket-selling campaign. We strongly recommend you use the two complete campaigns illustrated on this and other pages of this pressbook.

However, we do want to give every exhibitor every possible advertising approach. If it is felt that, in your situation, advertising along the lines shown at left is feasible and will be effective components of your over-all advertising campaign . . . then this advertising approach also is available. Mats of this advertising, in the sizes desired, will be furnished on request; specify which ad mats you want, when you write direct to: Exploitation Department, Columbia Pictures Corp., 711 5th Ave., New York 2, N. Y.

The ad shown here is Ad No. 303—345 Lines (3 Cols. x 8 1/4 Inches)

Also available are: Ad No. 404—612 Lines (4 Cols. x 10 7/8 Inches)

Ad No. 503—955 Lines (5 Cols. x 13 5/8 Inches)

The half-tone panels in this ad approach also are available, as six teaser ads. They are all contained on Teaser Mat 2001, also available by writing to the address given above.

Peter Sellers • George C. Scott
Stanley Kubrick's

Dr. Strangelove

or: How I Learned To Stop Worrying And Love The Bomb

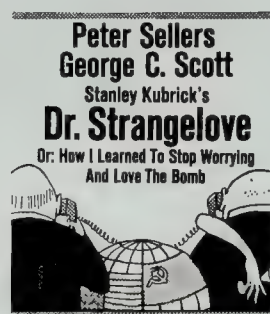
the hot-line suspense comedy

also starring Sterling Hayden • Keenan Wynn • Slim Pickens and introducing Tracy Reed (as "Miss Foreign Affairs")
Screenplay by Stanley Kubrick, Peter George & Terry Southern
Based on the book "Red Alert" by Peter George • Produced and Directed by Stanley Kubrick
A Columbia Pictures Release

THEATRE

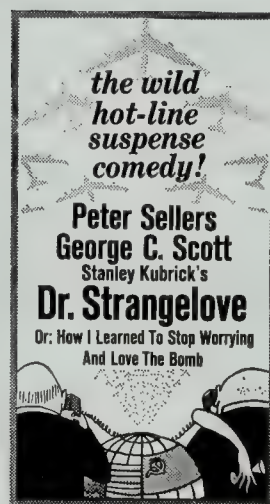
Ad No. 202—150 Lines
2 Cols. x 5 3/8 Inches

LIFT FLAP FOR
ADDITIONAL
ADVERTISING



A Columbia Pictures Release

Ad No. 101—30 Lines
1 Col. x 2 1/8 Inches



A Columbia Pictures Release

Ad No. 102—47 Lines
1 Col. x 3 3/8 Inches

D. 1

city 1-B
city 1-C
city 2-A

WHY DID U.S. H-BOMBERS ATTACK RUSSIA?

WHY DID DR. STRANGELOVE WANT TEN WOMEN FOR EACH MAN?

WHERE WAS THE RED PREMIER WHEN THE HOT-LINE RANG?

WHY DID THE FATE OF THE WORLD HANG ON A COCA-COLA MACHINE?

WHY DID U.S. PARATROOPERS INVADE THEIR OWN BASE?

WHAT WAS THE DOOMSDAY MACHINE?



Peter Sellers • George C. Scott
Stanley Kubrick's

Dr. Strangelove
Or: How I Learned To Stop Worrying And Love The Bomb

Screenplay by
Stanley Kubrick, Peter George & Terry Southern

Based on the book
"Red Alert" by Peter George
Produced & Directed by
Stanley Kubrick
Columbia Pictures Release

Ad No. 401—676 Lines
4 Cols. x 12 1/8 Inches

NO. 301—315 LINES (3 COLS. x 7 1/2 INCHES)

Review

Producer-director Stanley Kubrick's aptly-titled "Dr. Strangelove or: How I Learned to Stop Worrying And Love The Bomb," which opened at the Theatre, can best be described—if it can be described at all—as a nightmare suspense comedy in which a psychotic Air Force General triggers an ingenious, foolproof and irrevocable scheme, unleashing his wing of B-52 H-Bombers to attack Russia. The President of the United States, unable to recall the aircraft, is forced to cooperate with the Soviet Premier in a bizarre attempt to save the world.

All of which may seem grimly real and frightening—which it is—but, as presented by a superb cast headed by Peter Sellers, George C. Scott, Sterling Hayden, Keenan Wynn and Slim Pickens, there is the feeling that the subject and the times demand a measure of madness if we are to remain sane, and such madness is offered in delightful abundance. The new film is wonderful comedy, biting satire, light-handed farce. It is truly worth seeing.

The screenplay is based on the suspense novel, "Red Alert," by Peter George, a former R.A.F. flight lieutenant. Kubrick, George and Terry Southern penned the film version and, obviously, enjoyed blueprinting the picture that was to be made from their happy imaginings.

The protean Mr. Sellers, who played three roles in Kubrick's "Lolita," tackles the same number in the new Columbia Pictures release; he plays the President of the United States, a German "nuclear wiseman" and an RAF Group Captain. Needless to say, each portrayal is a Peter Sellers gem. Each characterization is a complete entity unto itself—a rare accomplishment even among the well-known professionals.

George C. Scott portrays the Chairman of the Joint Chiefs of Staff in the Pentagon. Scott is probably best known for his performances as the prosecuting attorney in "Anatomy of a Murder" and as the pool-room promoter in "The Hustler," both earning him Academy Award nominations; as the Pentagon general he offers a superb portrait of a man proud of his efforts and beliefs, unable to accept the inevitability of his own destruction.

Sterling Hayden gives a tremendously moving performance as the

psychotic Air Force General who presses the nuclear button for World War III out of unreasoning fear, and veteran character actor Keenan Wynn plays a frenetic battalion commander who loves to carry out orders. Rodeo rider and Western actor Slim Pickens plays the Texas pilot of the one plane which, though badly crippled, gets through both Russian and American defenses to reach its target.

It is reported that the more director Kubrick read on the subject of the Bomb and the absurdity of the nuclear situation, the more experts he talked to and the more paradoxical and terrifying were the solutions offered, the more he was prompted to make the film in its present form, as a "nightmare comedy." Judging from audience response, he was right.

Audiences may not learn to stop worrying and love the bomb—they will love the picture.



(Mat 1C; Still No. 2910) Peter Sellers as the President of the United States, right, and George C. Scott as chairman of the Joint Chiefs of Staff, star in Stanley Kubrick's "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb." Also starred in the Columbia release are Sterling Hayden, Keenan Wynn and Slim Pickens. Tracy Reed is featured as "Miss Foreign Affairs."

General Advance

Peter Sellers and George C. Scott are starred in Stanley Kubrick's "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb," opening at the Theatre. The film, a Columbia release, is called a "nightmare suspense comedy" by the producer-director.

Also starred are Sterling Hayden, Keenan Wynn, Slim Pickens and screen newcomer Tracy Reed as "Miss Foreign Affairs."

"Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb" has a psychotic Air Force general triggering an ingenious, foolproof and irrevocable scheme, unleashing his wing of B-52 H-Bombers to attack Russia. The President of the United States, unable to recall the aircraft, is forced to cooperate with the Soviet Premier in a bizarre attempt to save the world.

Sellers plays three roles in the film, as he did in Kubrick's earlier picture, "Lolita." This one, though, reportedly is different from anything ever before brought to the screen and Sellers' triple-threat performance is said by Hollywood to offer a trio of characterizations remarkable in both their intensity and in their comedy. The star is seen as the President of the United States, desperately trying to prevent the destruction of the world in the few brief hours between the unleashing of the bombers and the fall of the bomb itself; he appears in the title role as a German "nuclear wiseman" whose cold-blooded approach to the

bomb is computer-like in its inhumanity; and he appears as an R.A.F. Group Captain acting as liaison with the U. S. Air Force. Sellers reportedly is superb in his three roles, a triple-threat performance which is matched in intensity by the other members of the cast.

Scott plays the Chairman of the Joint Chiefs of Staff, a man whose training and beliefs are at war with his own realization of what is happening, and what must happen. It is Scott, too, who shares one of the high spots of the film's continuing comedy—and the new film is a great comedy, filmdom says!—when he first learns of the bomb's unleashing while dallying in the mirror lined boudoir of "Miss Foreign Affairs," the shapely, bikini-clad Pentagon secretary played by Miss Tracy Reed.

Hayden plays the Air Force general whose unreasoning fear leads him to his unilateral war, and Keenan Wynn is equally superb as the Army officer unable to think past his battle orders. Western actor and rodeo rider Slim Pickens plays the pilot of the H-bomber which manages to get through both American and Russian defenses, a role Sellers originally was to play but an injured ankle made Picken's substitution necessary.

Screenplay for "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb" was written by Stanley Kubrick, Peter George and Terry Southern, based on the novel, "Red Alert," by Peter George.

Stanley Kubrick

Their titles and themes are poles apart but "Lolita" and the current "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb" have two things in common. One is star Peter Sellers, playing three distinct roles in each of the pictures. The other is Stanley Kubrick.

Mr. Kubrick is producer-director and part-writer of the "hot-line suspense comedy" now at the Theatre with Sellers, George C. Scott, Sterling Hayden, Keenan Wynn, Slim Pickens and newcomer Tracy Reed as "Miss Foreign Affairs." Mr. Kubrick also is considered one of filmdom's most venturesome young movie-makers, a character facet he demonstrated when he first set out to make pictures—moving or still.

His "candid" photography, while still in high school, won him a job with Look Magazine. At 19, when he decided he wanted to make motion pictures, Kubrick began saving to pay for his first film; two years later, with the accumulated \$3,800, he made a documentary short called "Day of the Fight" which RKO bought for \$4000. At 24, Kubrick borrowed money from his family to make his first feature; no major company would buy it. His second feature, "Killer's Kiss," which Kubrick also arranged to finance privately, was bought for \$75,000.

Then Kubrick made "The Killing," with Sterling Hayden, and reviewers became ecstatic. "Paths of Glory," starring Kirk Douglas, also won critical applause; "Spartacus" followed, and then "Lolita," which most of Hollywood considered unfilmable. Now, there is Stanley Kubrick's "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb."

This, Kubrick says, is a nightmare comedy in which a psychotic Air Force general triggers an ingenious, foolproof and irrevocable scheme, unleashing his wing of B-52 H-Bombers to attack Russia. The President of the United States, unable to recall the aircraft, is forced to cooperate with the Soviet Premier in a bizarre attempt to save the world.

In addition to producing and directing the new Columbia Pictures release, Kubrick penned the screenplay with Peter George and Terry Southern, based on the best-seller, "Red Alert," by Peter George. Sellers plays the President of the United States, an R.A.F. Group captain and a German nuclear scientist. Scott is seen as the Chairman of the Joint Chiefs of Staff and Hayden as the Air Force general who starts it all. Keenan Wynn plays a battle-eager American officer; Slim Pickens, a Stetson-hatted pilot of one of the bombers, and Miss Reed, a Pentagon secretary who is in bikini-clad "conference" with Scott when he first learns of the H-bomb's unleashing.

Big Theme, Big Title

The name of the new Columbia release at the Theatre is, officially, "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb." Dr. Strangelove himself, a German nuclear scientist, is played by Peter Sellers; Sellers also appears as the President of the United States and as an R.A.F. Group captain. Others in the stellar cast are George C. Scott as Chairman of the Joint Chiefs of Staff; Sterling Hayden as a psychotic Air Force general who launches his wing of B-52 H-Bombers to attack Russia; Keenan Wynn, as a battle-eager American officer; Slim Pickens, as the Stetson-hatted pilot of an H-Bomb plane and lovely Tracy Reed, as a Pentagon secretary. Producer-director Stanley Kubrick believes his title is expressive of the film's "hot-line suspense comedy," in which the President, unable to recall the attacking aircraft, is forced to cooperate with the Soviet Premier in a bizarre attempt to save the world.

Producer-director Kubrick penned the screenplay with Peter George and Terry Southern, based on the novel "Red Alert," by Peter George.



(Mat 2A; Still No. 5187) In the War Room of the Pentagon, Peter Sellers as President of the United States makes a desperate effort to save the world from atomic destruction, triggered by a psychotic Air Force General. It's a scene from Stanley Kubrick's "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb." Also starred are George C. Scott, Sterling Hayden, Keenan Wynn and Slim Pickens. Tracy Reed makes her screen bow in the "hot-line suspense" comedy, a Columbia release, as "Miss Foreign Affairs."

Secretarial Note

A bikini may not be exactly the right costume for a secretary, but that is what is worn by tall, slim and beautiful Tracy Reed in the new Columbia release at the Theatre, Stanley Kubrick's "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb." On the other hand, Miss Reed's mirror-lined boudoir isn't exactly an office in the Pentagon.

In the "hot-line suspense comedy" at the Theatre, Miss Reed and George C. Scott are among the star cast, topped by Peter Sellers and including Sterling Hayden, Keenan Wynn and Slim Pickens. Scott, as Chairman of the Joint Chiefs of Staff, is relaxing in Tracy's boudoir when he first learns that a psychotic Air Force general has triggered an ingenious, foolproof and irrevocable scheme, unleashing his wing of B-52 H-Bombers to attack Russia. The President of the United States, unable to recall the aircraft, is forced to cooperate with the Soviet Premier in a bizarre attempt to save the world.

Nightmare Comedy

When Stanley Kubrick first began work on his "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb," he planned a serious screen drama based on a serious novel of the H-Bomb and world holocaust. As he studied his subject, however, reading more than 70 books and building up a voluminous file of magazine and newspaper articles, Kubrick decided "comedy" was the only way. It can be more realistic than a straight drama because it takes into account the bizarre."

And so, the new Columbia Pictures' release at the Theatre is what Kubrick calls "nightmare suspense comedy," in which Peter Sellers as the President of the United States works with the Soviet Premier in a desperate effort to save the world, after a psychotic Air Force general has unleashed an ingenious, foolproof and irrevocable scheme sending his wing of B-52 H-Bombers to attack Russia.

Sellers plays two other roles in the film, an R.A.F. Group captain and a German nuclear scientist. George C. Scott also stars as Chairman of the Joint Chiefs of Staff, brought from a "conference" with bikini-clad Tracy Reed, as "Miss Foreign Affairs," to help deal with the situation. Sterling Hayden plays the Air Force general who triggers the trouble, and Keenan Wynn, a battle-eager American officer. Western actor Slim Pickens plays a Stetson-hatted B-52 pilot. Producer-director Kubrick penned the screenplay with Peter George, author of the original best-seller, "Red Alert," and Terry Southern.

George C. Scott

In Stanley Kubrick's "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb," now at the Theatre, George C. Scott moves with ease from a mirror-lined bedroom and a bikini-clad beauty to the War Room of the Pentagon where the nation's top military and political figures are anxiously aware that a wing of B-52 H-Bombers are on their way to attack Russia in an ingenious, foolproof and irrevocable scheme triggered by a psychotic Air Force general.

Moving with ease from one disparate role to another, is something of a specialty for George C. Scott. He left a revival of "Desire Under the Elms" to play in his current Columbia release. In earlier films, he won Academy Award nominations for his performances as a lawyer in "Anatomy of a Murder" and as a poolroom promoter in "The Hustler." In New York, he has played considerable Shakespeare and he once won four major theatre awards for his off-Broadway performance in "Children of Darkness." Scott has appeared on most of the important television shows, and he currently stars in his own, playing a social worker in "East Side, West Side."

A native of Virginia raised in Detroit, Michigan, Scott joined the Marine Corps after his high school graduation. Later, he studied English and drama at the University of Missouri. He spent years in stock companies before his first Broadway "break."

Peter Sellers also stars in "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb," along with Sterling Hayden, Keenan Wynn, Slim Pickens and screen newcomer Tracy Reed as "Miss Foreign Affairs," the girl in the bikini.

Stanley Kubrick produced and directed the film, which he calls a "nightmare suspense comedy," and wrote the screenplay with Peter George and Terry Southern, based on the novel "Red Alert," by Peter George.

Above the Arctic

Important sequences of Stanley Kubrick's "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb," now at the Theatre, were filmed over the Arctic, Greenland, Iceland, Canada's Northwest Territory and the Rockies. These included scenes of a B-52 H-Bomber, unleashed by a psychotic Air Force general, on its way to attack Russia. Peter Sellers stars in the new Columbia release, with George C. Scott. Also starred in what producer-director Kubrick calls a "nightmare suspense comedy" are Sterling Hayden, Keenan Wynn, Slim Pickens and lovely Tracy Reed as "Miss Foreign Affairs."

Peter Sellers

Currently starred at the Theatre in Stanley Kubrick's "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb," Peter Sellers claims he doesn't make nearly as many motion pictures as it appears he does. He simply plays more roles than most.

In Kubrick's "hot-line suspense comedy," for example, Sellers plays three parts and would have played four if he hadn't injured an ankle during production of the Columbia release. He appears as the President of the United States, as a German nuclear scientist and as an R.A.F. officer assigned to the U.S. Air Force. The film itself has a psychotic Air Force General triggering an ingenious, foolproof and irrevocable scheme, unleashing his wing of B-52 H-Bombers to attack Russia. As the President unable to recall the aircraft, Sellers cooperates with the Soviet Premier in a bizarre attempt to save the world. The role Sellers' ankle forced him out of was that of a Stetson-hatted Westerner, pilot of one of the attacking aircraft.

A son of show business parents, Sellers was carried onstage when he was two days old, in the best theatrical tradition. As a boy, he sold tickets, operated the spotlights and swept out a theatre operated by an uncle. In World War II, after a spell as a drummer, he joined the R.A.F. and wound up an entertainer, touring India, France and Germany.

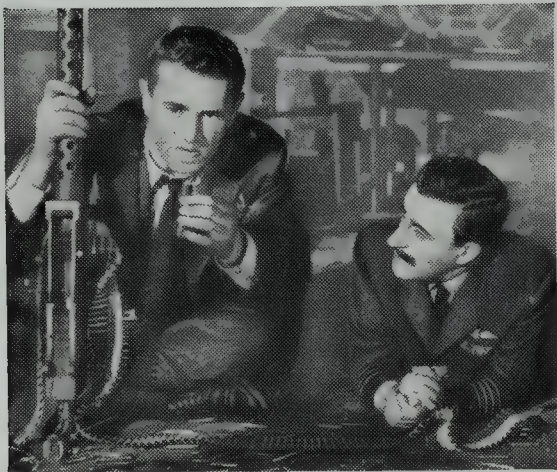
In 1949, Sellers began heading for international fame. On radio, his "Goon Show" was an immediate success, lasting until 1958, and he began popping up in various television programs. He played five separate roles in the British comedy, "Let's Go Crazy," and then moved into such pictures as "The Ladykillers," "The Smallest Show on Earth," "Tom Thumb," "I'm All Right Jack," "The Mouse That Roared," "Lolita" and "Only Two Can Play," among other triumphant films.

George C. Scott co-stars with Sellers, playing the Chairman of the Joint Chief of Staffs, called to the Pentagon from his liaison with the bikini-clad Tracy Reed, who makes her film bow as "Miss Foreign Affairs." Sterling Hayden plays the psychotic Air Force general who sends the planes off, Keenan Wynn is a battle-eager American officer and Slim Pickens also stars as the B-52 H-Bomber pilot, the role Sellers had planned to play until his ankle cut up rough.

Stanley Kubrick produced and directed "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb." Screenplay for the film was written by Kubrick, Peter George and Terry Southern from the best-seller, "Red Alert," by Peter George.



(Mat 1B; Still No. 4870) Tracy Reed, as "Miss Foreign Affairs," makes her screen bow in Stanley Kubrick's "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb." Peter Sellers and George C. Scott star in the Columbia release and Sterling Hayden, Keenan Wynn and Slim Pickens are co-starred.



(Mat 2B; Still No. 1275) Peter Sellers, right, and Sterling Hayden as they appear in Stanley Kubrick's "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb." Sellers plays three roles in the Columbia release which also stars George C. Scott. Co-starred in the "hot-line suspense comedy" are Keenan Wynn and Slim Pickens. Tracy Reed makes her screen debut in the film, as "Miss Foreign Affairs." Kubrick produced and directed the Columbia release.

Sterling Hayden

Currently starred in one of the most meaningful roles ever brought to the screen, Sterling Hayden claims he is "one of the few people who started at the top and worked down." He did it with some 35 movies and, now, he's right back at the top.

Hayden stars at the Theatre with Peter Sellers, George C. Scott, Keenan Wynn, Slim Pickens and Tracy Reed as "Miss Foreign Affairs," in Stanley Kubrick's "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb." In the new Columbia release, a truly nightmare comedy, Hayden plays a psychotic Air Force general who triggers an ingenious, foolproof and irrevocable scheme, unleashing his wing of B-52 H-Bombers to attack Russia. Unable to recall the aircraft, the President of the United States is forced to cooperate with the Soviet Premier in a bizarre attempt to save the world.

Hayden's role is truly meaningful.

And he has no intention of continuing to make movies, unless they are films—like Stanley Kubrick's—"that I really believe in." Of his 35 films, Hayden can name about five and he says there only were two which gave him satisfaction: Kubrick's "The Killing," and John Huston's "The Asphalt Jungle." Now, there are three. Hayden intends to concentrate on writing and his first book, an autobiography called "Wanderer," has just been published.

The book is aptly named. Hayden ran away to sea at the age 15; he didn't return for seven years. In 1940, when he lost his schooner off Cape Hatteras, he decided to try Hollywood—and succeeded. But the war demanded Hayden's personal involvement and he joined the Argyll and Sutherland Highlanders in Scotland. After three months, he smashed a leg in a parachute jump and was returned to America. He was hauling freight in the West Indies for the War Shipping Administration when he enlisted in the Marine Corps, ultimately winding up in the OSS and Yugoslavia.

Stanley Kubrick produced and directed "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb." Screenplay for the film was written by Kubrick, Peter George and Terry Southern from the best-seller, "Red Alert," by Peter George.

Sellers plays three roles in the nightmare comedy; he appears in the title role as a German nuclear scientist working for the Pentagon, as a British RAF officer and as the President of the United States. George C. Scott is seen as the Chairman of the Joint Chiefs of Staff, called to the Pentagon War Room from his liaison with the bikini-clad Miss Tracy. Keenan Wynn plays a battle-eager American officer and Slim Pickens pilots the one H-Bomber that reaches its Russian target.

Pentagon War Room

Everybody knows it exists, but there are very few people who know what it looks like and, probably, even fewer who have been inside it. The War Room at the Pentagon in Washington is probably as top-secret as anything else involved with national security. It also is an important location in Stanley Kubrick's "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb," now at the Theatre.

Kubrick's "war room" and the Pentagon's undoubtedly differ considerably, but the movie version is certainly satisfactory enough. More than 150 carpenters, electricians, riggers, painters and plasterers worked on the film set for three months. The room is 130 feet long, 100 feet wide and 35 feet high. More than 4000 separate electrical connections and some 10 miles of cable were needed for the huge electronic maps which completely cover a raked wall and reflect weirdly off the high-glossed black floor. There is a circular table — 380 feet in surface area—from which the President of the United States and his staff work to stave off world disaster when a psychotic Air Force General triggers an ingenious, foolproof and irrevocable scheme, unleashing his wing of B-52 H-Bombers to attack Russia.

Peter Sellers stars as the President of the United States, one of his three roles in this "hot-line suspense comedy," with George C. Scott appearing as the Chairman of the Joint Chiefs of Staff. Others in the stellar cast are Sterling Hayden, Keenan Wynn, Slim Pickens and lovely Tracy Reed as "Miss Foreign Affairs." Stanley Kubrick produced and directed the new Columbia release from a screenplay he wrote with Peter George and Terry Southern, based on Peter George's best-seller, "Red Alert."

Right at Home

In World War II, Peter Sellers joined the R.A.F., winding up as an entertainer in various parts of the world; naturally, he met a great many R.A.F. officers. Sellers felt right at home in his role as an R.A.F. officer, liaison with the U. S. Air Force, in Stanley Kubrick's "hot-line suspense comedy" at the Theatre, "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb."

On the other hand, the versatile Mr. Sellers felt equally at home in his other roles in the new Columbia release: as President of the United States and as a German nuclear scientist!

George C. Scott co-stars with Sellers and the new film also stars Sterling Hayden, Keenan Wynn and Slim Pickens and introduces Tracy Reed as "Miss Foreign Affairs."

Keenan Wynn

Son of famous comedian Ed Wynn and a performer most of his life, it took Keenan Wynn a long time to play comedy; he preferred character and dramatic parts and built himself a Broadway reputation with them. Now, at the Theatre, Wynn is playing a comedy role unlike any he has ever before attempted. In Stanley Kubrick's "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb," Wynn plays a battle-eager American combat officer in the "hot-line suspense comedy" which has a psychotic Air Force General triggering an ingenious, foolproof and irrevocable scheme, unleashing his wing of B-52 H-Bombers to attack Russia. The President of the United States, unable to recall the aircraft, is forced to cooperate with the Soviet Premier in a bizarre attempt to save the world.

Starred with Wynn in the new Columbia release are Peter Sellers, playing three roles; George C. Scott, Sterling Hayden, Slim Pickens and Tracy Reed as "Miss Foreign Affairs." Sellers plays the President of the United States, a German nuclear scientist and a somewhat bewildered R.A.F. Group captain.

A long-term Hollywood contract led to Wynn's first comedy performances; in 12 years, he made almost 70 films before he began to free-lance. Since 1954, he has starred on television in his own series, "The Trouble-Shooters," and in such triumphant programs as the award-winning "Requiem for a Heavyweight" (with Ed Wynn in the cast). Keenan Wynn also has made such hit films as "Hole in the Head," "The Perfect Furlough," "The Great Man," "The Absent-Minded Professor," "Son of Flubber" and, now, the oddly-titled "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb."

Wynn has had four Academy Award nominations, as best supporting actor, for his work in "Lost Angel," "See Here, Private Hargrove," "Kind Lady" and "Holiday for Sinners."

Stanley Kubrick produced and directed the new Columbia Pictures release from the screenplay written by Kubrick, Peter George and Terry Southern.



(Mat 2C; Still No. 6125) Peter Sellers gets some advice—from Peter Sellers—in Stanley Kubrick's "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb." Sellers plays the President of the United States, back to camera, a crippled German nuclear scientist and an RAF Group Captain. Here, George C. Scott, Sellers' co-star, has his shirt sleeves rolled-up, ready for action. Also co-starred in the Columbia "hot-line suspense comedy" are Sterling Hayden, Keenan Wynn and Slim Pickens.

Tracy Reed

A tall, slim, cool and dark-haired beauty named Tracy Reed makes her motion picture debut at the Theatre as a bikini-clad "Miss Foreign Affairs," in Stanley Kubrick's "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb." Miss Reed is 21, and has lived most of her life among the film "greats."

She is the daughter of actress-socialite Penelope Dudley Ward, and step-daughter of director Carol Reed. Her father, Anthony Pellissier, is a theatrical producer. And Tracy herself, despite her comparatively long-delayed appearance on the screen, is a graduate of the Royal Academy of Dramatic Art, in London, and has played in considerable repertory and television.

It was Peter Sellers, who stars in the new Columbia release along with George C. Scott, Sterling Hayden, Keenan Wynn and Slim Pickens, who started Miss Reed's screen career. Sellers introduced Tracy to producer-di-

rector Kubrick who was looking for a luscious lovely with acting ability. Kubrick set a rehearsal and, next day, Tracy went to work in her role as the bikini-clad Pentagon secretary whose "conference" with Scott—as Chairman of the Joint Chiefs of Staff—is interrupted by the report that a psychotic Air Force general has triggered an ingenious, foolproof and irrevocable scheme, unleashing his wing of B-52 H-Bombers to attack Russia. In the "hot-line suspense comedy," the President of the United States is unable to recall the aircraft and is forced to cooperate with the Soviet Premier in a bizarre attempt to save the world.

Sellers plays three roles in the new film; he is seen as the President, as an R.A.F. Group captain and as a German nuclear scientist. Kubrick wrote the screenplay with Peter George and Terry Southern, based on the best-selling novel, "Red Alert," by Peter George.

Slim Pickens

If Peter Sellers had not injured an ankle during production of Stanley Kubrick's "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb," a rodeo rider and cowboy named Slim Pickens would not today be a star.

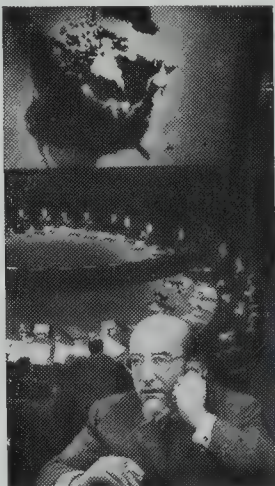
Sellers also is starred in the new Columbia release at the Theatre; he merely plays three roles instead of the four originally planned. Sellers is seen as the President of the United States, as an R.A.F. Group captain and as a German nuclear scientist. Pickens plays the Stetson-wearing pilot of a B-52 H-Bomber, on his way to attack Russia.

Son of a Texas rancher, Pickens was with professional rodeos for some 15 years and now is a ranch owner in the San Fernando Valley; he raises and trains racers, jumpers and show horses. His rodeo riding moved him into films and television where he naturally specialized in westerns; until now, the most important of Pickens' motion picture acting assignments was that of a deputy sheriff in Marlon Brando's "One-Eyed Jacks."

"Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb" is a nightmare suspense comedy in which a psychotic Air Force general triggers an ingenious, foolproof and irrevocable scheme, unleashing his wing of B-52 H-Bombers to attack Russia. The President of the United States, unable to recall the aircraft, is forced to cooperate with the Soviet Premier in a bizarre attempt to save the world.

Advance Notice

Stanley Kubrick's "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb" opens at the Theatre with Peter Sellers, George C. Scott, Sterling Hayden, Keenan Wynn, Slim Pickens and lovely Tracy Reed as "Miss Foreign Affairs." The new Columbia release, a "hot-line suspense comedy," begins with a psychotic Air Force general who triggers an ingenious, foolproof and irrevocable scheme, unleashing his wing of B-52 H-bombers to attack Russia. The President of the United States, unable to recall the aircraft, is forced to cooperate with the Soviet Premier in a bizarre attempt to save the world. Producer-director Kubrick also penned the screenplay, with Peter George and Terry Southern, based on Peter George's best-selling novel, "Red Alert."



(Mat 1A; Still No. XI) Peter Sellers as President of the United States is on the "hot line" to the Soviet Premier in this Pentagon War Room scene from Stanley Kubrick's "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb." Also starred in the Columbia release are George C. Scott, Sterling Hayden, Keenan Wynn and Slim Pickens.

COLUMBIA PICTURES			25%
presents			
PETER SELLERS			75%
GEORGE C. SCOTT			75%
in			
STANLEY KUBRICK'S			40%
DR. STRANGELOVE			100%
or: How I Learned To Stop Worrying And Love The Bomb			
also starring			
STERLING HAYDEN	KEENAN WYNN	SLIM PICKENS	50%
and introducing			
TRACY REED			30%
as "Miss Foreign Affairs"			
Screenplay by			
STANLEY KUBRICK, PETER GEORGE & TERRY SOUTHERN			50%
Based on the book "Red Alert" by PETER GEORGE			10%
Produced and Directed by STANLEY KUBRICK			50%



Peter Sellers

Still No. X-2, shown here, is available at National Screen Service. It shows Sellers as he is, off-camera (lower right), and as he appears in the three separate roles he plays in "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb." Sellers stars in the Stanley Kubrick production as the President of the United States (upper left); Dr. Strangelove, the German "nuclear wiseman" (upper right); and as an RAF Group Captain (lower left).

- Use Still No. X-2 as a newspaper plant, of course, and as the basis for an advance lobby, out-front and window display of Sellers in other of his famous screen characterizations. Stills of the star, as he appeared in other pictures, may be obtained from National Screen Service, from your own and from newspaper files.
- Blow-up the four sections of Still No. X-2 for use as door panels, accompanying them with scenes from the picture. The various photos of Sellers in his on-camera roles might be used with the line: "This is Peter Sellers as He Appears in, etc. . . ." The photo of Sellers off-camera might be used with the line, "This is Peter Sellers, One of the Stars of, etc. . . ."

Magazine Publicity

Magazine publicity on the new Stanley Kubrick production, and on its stars, should be mounted for out-front display; go after truckside and newsstand posters as well. In addition to the picture reviews and story spreads slated to appear in important national magazines and newspaper supplements, in forthcoming months, there are the following close-to-release publicity, and other, breaks:

- Cosmopolitan, November issue: interview with Stanley Kubrick.
- Glamour, January issue: Peter Sellers story and photo.
- Holiday, February: article on Stanley Kubrick.
- Mademoiselle: November issue: Tracy Reed story and still and Sellers still.
- McCall's, January issue, article on picture.
- Saturday Evening Post, Nov. 16 issue, article on George C. Scott.
- Seventeen, November issue, article on Peter Sellers.
- Life, December 20 issue: 5 page story and picture.
- Look, January 28 issue: article on Peter Sellers.
- Saturday Review: Dec. 28 issue, article and stills on Stanley Kubrick.

Backlight the One-Sheet

The I-sheet poster for "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb" was printed on special translucent paper, with the title in day-glo red. This poster can be back-lighted with tremendous effectiveness; use it in shadow boxes, special frames, windows, etc.

'Miss Foreign Affairs'

Tall, slim and totally lovely Tracy Reed appears in the Stanley Kubrick film as a Pentagon secretary who has been named "Miss Foreign Affairs." She wears a bikini . . . Work with local college fraternity or other group in the election of a bikini-clad beauty, via a contest which might be set up onstage or via television. The girl elected rates promoted merchandise prizes and a job as your official "hostess" and bally-girl in interviews with newspapers and television, etc. Or, perhaps, the contest might be held for secretaries alone.

Go After Editorials

For greater-than-ever newspaper attention, go after local columnists and newspaper editorials pointing up the fact that producer Stanley Kubrick has put on film, in what he terms "hot-line suspense comedy," the manner in which atomic disaster can overtake the world. Editorials might be along the following line:

The oddly-titled motion picture, "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb" is now being shown here; it has been reviewed and our critic has praised it highly for its masterful comedic treatment of a most awesome and frightening subject. Producer Stanley Kubrick has turned out what is truly, as he calls it, "a hot-line suspense comedy," one deserving the attention of every citizen. This film is no bedtime story.

A psychotic Air Force general triggers an ingenious, foolproof and irrevocable scheme, unleashing his wing of B-52 H-Bombers to attack Russia. The President of the United States, unable to recall the aircraft, is forced to cooperate with the Soviet Premier in a bizarre attempt to save the world.

Despite the unqualified assurances of everybody who is anybody in America, there isn't a one of us who does not secretly fear that it could happen this way. Despite the equally firm assurances of everybody who is anybody on the other side, there isn't a one of us who does not secretly fear . . .

No question that the present "hot line" between the White House and the Kremlin is a help in today's world, just as the present ban on nuclear testing is a step forward. But, as Stanley Kubrick shows, the "hot line" is put to use only after the event, only after the bombs are on their way and cannot be recalled.

It does not have to be a psychotic Air Force general, U.S.A. or U.S.S.R., who pushes the button.

We'll go further.

It does not have to be.



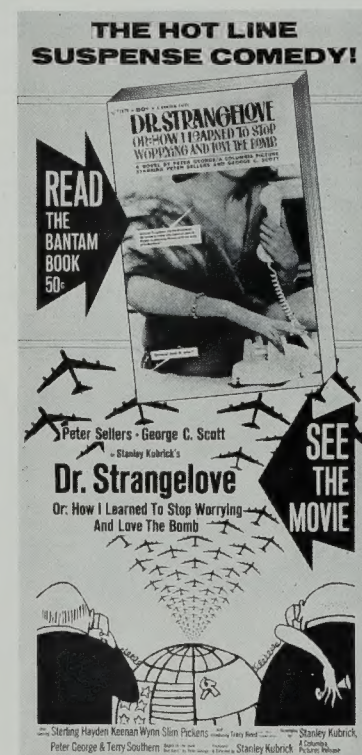
The Book

Bantam Books is publishing a paperback edition of the Peter George novel on which the film is based, under the name of the picture. Work closely with Bantam Book distributors in your territory on the following:

- Make up a book, using a one-column pressbook ad and "Read the Book, See the Movie" copy. On reverse side imprint theatre and playdate copy.
- Provide stills and posters for window and in-store displays and use in conjunction with full credits.
- Give away copies of the paperback edition to first people on line opening day.
- Obtain copies of paperback book for delivery to editors, disc jockeys and as prizes.
- Street bally, with front and back covers of the book enlarged, carried through town.
- Post pages from the book with ribbons leading to appropriate stills from the picture.
- Provide the distributor with wrap-arounds plugging your engagement of the picture, to be attached to all copies in town.
- Rubberstamp your message on separated pages of the book for a unique street handout.

Limited quantities of the special streamer being prepared by Bantam Books for nationwide distribution to its drug, book and news store outlets are available FREE by writing direct to Exploitation Department, Columbia Pictures, 711 5th Ave., N.Y. 22, N.Y. Snipe or imprint theatre and playdate credits and plant around town!

Theatre imprint space has been omitted here from the two color 9" x 20" streamer available on book and film!



**For Your TV/Radio Campaign
And Other Important Selling Aids,
See Back Cover of This Pressbook**

That 'Hot Line'

The "hot line," as almost everybody knows, is a direct telephone connection between the White House and the Kremlin, installed last year as a means of improving communications between the United States and the Soviet Union. The "hot line" is shown in action, in the Stanley Kubrick comedy, with Peter Sellers as the President speaking to the Soviet Premier about the H. Bomb emergency. Working with your telephone company, you can establish a "hot line" all your own—in your advance lobby or elsewhere! Telephone used by patrons should be red, with a red cord; when they pick it up they are connected directly to a tape-recorded announcement which might be the special lobby disc described in the paragraph below or a radio spot. Sign accompanying your "hot-line" display might read: "Listen In On the 'Hot Line' . . ." Add credits.

'Strangelove' Music

Colpix Records is releasing a special recording of the song, "Love That Bomb," as sung by "Dr. Strangelove and The Fall-Outs." Reverse side of the recording carries "When Johnny Comes Marching Home Again," played by Laurie Johnson and His Orchestra. Also useful for disc jockey and music store promotions is the London Records' disc of Vera Lynn singing "We'll Meet Again," the tune that is heard in the final moments of "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb."

Lobby Record

The song, "Love That Bomb," is being used on one side of a special promotional record—available only through the Exploitation Department, Columbia Pictures Corp., 711 5th Ave., N.Y.C. This disc will also contain a lobby spot announcement, repeated several times, for use in the "hot-line phone" stunt described above and in other stunts and promotions.

Television

Both Keenan Wynn and George C. Scott, who currently stars on his own network show, "East Side, West Side," have appeared frequently on television in dramatic and comedy roles. Television also uses earlier Peter Sellers' comedies in its programming. Wherever programs employing these players appear, make certain your message is linked to the broadcast.

Accessories

- 24 SHEET
- 6 SHEET
- 3 SHEET
- SLIDE
- 22 x 28
- 8 11 x 14's
- 1 SHEET
- STILL SETS
- INSERT CARD
- UTILITY MAT
- TRAILER
- 40 x 60, 24 x 60 and 24 x 82 DISPLAYS
- SINGLE WINDOW CARD

Order All Accessories From National Screen Service

(All Posters Are Adaptations of Art Shown on Pressbook Cover)

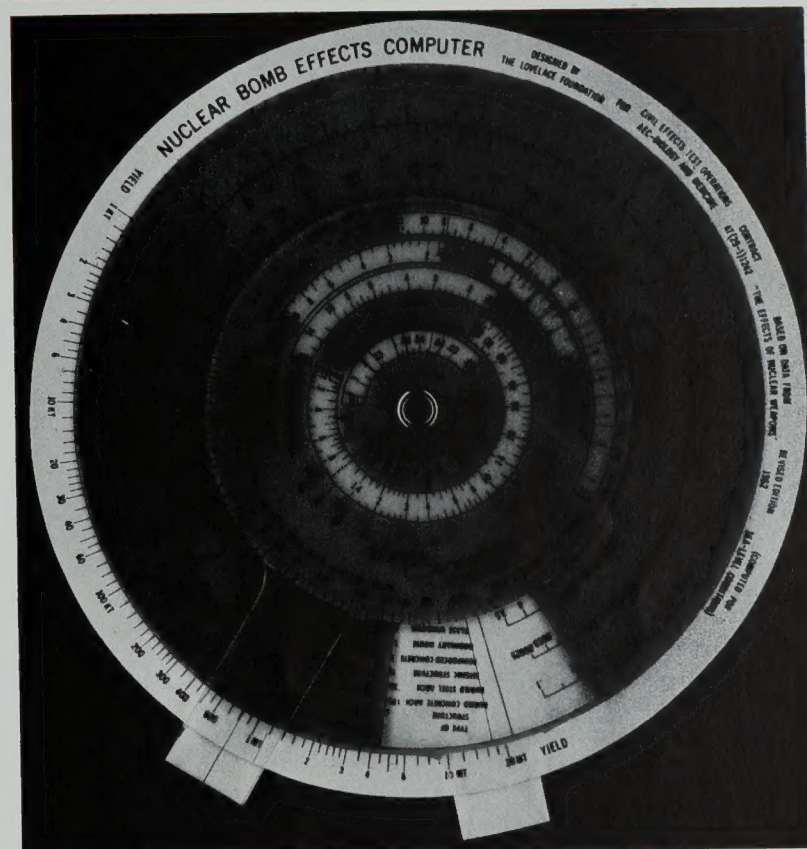
Give 'Em Nuclear Bomb Effects Computers!

Computers cost \$1.00 each; 75 cents apiece when ordered in quantities of 100 or more. They make sensational giveaways to VIP's—editors, critics, radio and TV personalities.

Plastic computer permits estimation of biological and medical effects of nuclear bomb bursts at various heights and of various yields. Opposite face of the computer contains directions for operating the two sliding rules, to obtain proper measurements, effects of exposure to radiation and to degrees of heat.

Nuclear Bomb Effects Computers can be ordered direct from:

Superintendent of Documents
Government Printing Office
Washington, D. C.



School Campaign

Stanley Kubrick's "hot-line" comedy has a special appeal for the high school and college student increasingly concerned with the world in which he lives. Do everything possible to bring the film to student attention:

- Publicity and advertising in school papers, with editors reviewing the picture and school columnists commenting on it.
- Arrange radio and television interviews and forums on the film, students versus teachers, boys versus girls, etc., as well as student interviews with local VIP's.
- Bulletin-board and school library posters, displays.
- Social study and history class discussions.
- Drama groups and English class forums on the subject of comedy in the theatre today.
- Work as closely as possible with school groups interested in current events.

The Title

"Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb" is the full title of the picture and, probably, the longest picture title ever used on an important film. In a one-shot newspaper or radio contest, offer guest tickets for those who send in the five motion picture titles which come closest, in length, to this one.

VIP Attention

The importance of the Stanley Kubrick picture probably can be established best by obtaining rave comments from the most influential persons in your community—politicians, educators, religious leaders, etc. Make certain that your VIP's are present at an advance screening, or at your first showing of the film, and that they are interviewed immediately afterward. VIP quotes should be included in your advertising and publicity and in your out-front displays.

Group Activities

"Dr. Strangelove or How I Learned to Stop Worrying and Love the Bomb" can be of special interest to a considerable number of individuals and organizations. If your situation permits, a considerable campaign might be organized with the assistance of local chapters who can publicize the picture and your playdate, and can arrange for group sales of tickets. In this respect, college organizations might be especially helpful. Many groups also publish news sheets of one sort or another; be sure your publicity is available to the editors of these publications well in advance.

Sterling Hayden

Adventurer, sailor, actor, Sterling Hayden also is the author of a best-selling autobiography, "Wanderer," published by Alfred A. Knopf. Work with book stores and libraries on special displays, posters, bookmarks, co-op ads, etc. If the book has not yet been reviewed in your town, see that it is, along with picture credits. Book columnist might be interested in an article on the subject of actor-authors; there have been a number whose writings have been in the best-seller category and, like Hayden's, deservedly so.

Title Contest

Offer guest admissions and promoted merchandise prizes to those who submit the most words, of five letters or more, formed from the initials of the film's title: "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb." Contest might be worked with the cooperation of a radio commentator, a newspaper columnist or a television personality. To facilitate the judging, entrants should be asked to write the total number of words submitted, alongside their names. In a television participation show, contestants might be judged on the basis of most number of words evolved from the pictures' title initials within a limited time period.

**WILD!
WONDERFUL!
and WAY-OUT!**

**YOUR ALL-OUT SELLING CAMPAIGN
RADIO!...TV!...THEATRE!**

**FOR THE WILD, WONDERFUL AND WAY-OUT
BOX-OFFICE ENTERTAINMENT**

Dr. Strangelove

Or: How I Learned To Stop Worrying And Love The Bomb

• TV/THEATRE TEASER TRAILERS

Probably the wildest ever devised for a motion picture, utilizing a system of quick cuts in all three creative areas—film, sound and dialogue—with a number of different voices.

- 90-Second Teaser Trailer for use in advance of regular National Screen trailer and for cross-plugging.

- Teaser trailer described above is also available in 16mm for promoted TV exposure. Order from Exploitation Department, Columbia Pictures Corp., 711 5th Ave., New York 22, N. Y.

- TV Trailers using the same techniques run 60-seconds, one 20-seconds, one 10-seconds.

Order the theatre teaser trailer from your Columbia exchange. Order TV trailers from Exploitation Department, Columbia Pictures Corp., 711 5th Ave., New York 22, N. Y. They will be shipped from New York.

• THEATRE TRAILER!

Using the same excitement-generating technique as the teaser trailers described above! Order from National Screen Service.

• TELOPS!

Information about telops, style and prices, may be obtained by writing direct to QQ Title Card Co., 247 W. 46th Street, New York 36, N. Y.

• PHOTO STORY!

Story of film in stills and captions. Sent with your credits direct to co-operating newspaper or TV program. Order from: Columbia Pictures Publicity Dept., 711 5th Ave., New York 22, N. Y.

YOUR TV COMMERCIALS RATE OWN ADVERTISING!

They're bound to attract comment; people will want to see them, and the picture! Run small ads on your TV pages, along the line:

Tonight! See the wildest TV commercial ever made! Tonight! Channel 2, 8:30 P.M. and Channel 4, Johnny Carson Show! And see the wildest movie ever made: Stanley Kubrick's "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb." A Columbia Pictures release starring Peter Sellers, George C. Scott, Keenan Wynn, Sterling Hayden, Slim Pickens. Opening Friday, State Theatre.

• SPLIT-SCREEN TV INTERVIEWS!

With Peter Sellers! George C. Scott! State TV program and station which will carry the interview you want, when you order direct from Exploitation Dept., Columbia Pictures Corp., 711 5th Ave., N. Y. 22, N. Y. Material will be shipped to station direct, from New York.

• OPEN-END RADIO INTERVIEWS!

With Peter Sellers! George C. Scott! Mimeographed script for local commentator! Order direct from Exploitation Department, Columbia Pictures Corp., 711 5th Ave., N. Y. 22, N. Y.

• RADIO SPOTS!

A variety of spot announcements, all open end for local commentator to add theatre credits. Available on a single disc. Order through your Columbia exchange; transcription will be mailed from New York.

• LOBBY RECORD!

One side, containing special message repeated several times, for use on in theatre lobby and other promotions; the other side contains rendition of "Love That Bomb" (described elsewhere in this pressbook). Lobby record available only from Exploitation Department, Columbia Pictures Corp., 711 5th Ave., N. Y. 22, N. Y.

• DISPLAYS!

9' x 12' Flag: single face, \$60.00; double face: \$110. Badge: 40c; Streamer: 17' long, \$16.50 each; Valance: \$1.65 per running foot; minimum length, 10-foot. 12 pennant string, assorted fluorescent colors, 30' long, \$3.50 per string. Bumper strip: \$1.00 each, minimum order 15. Order from National Flag Co., 43 West 21 Street, New York 10, New York.

**Scanned from the collections of the
Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.**

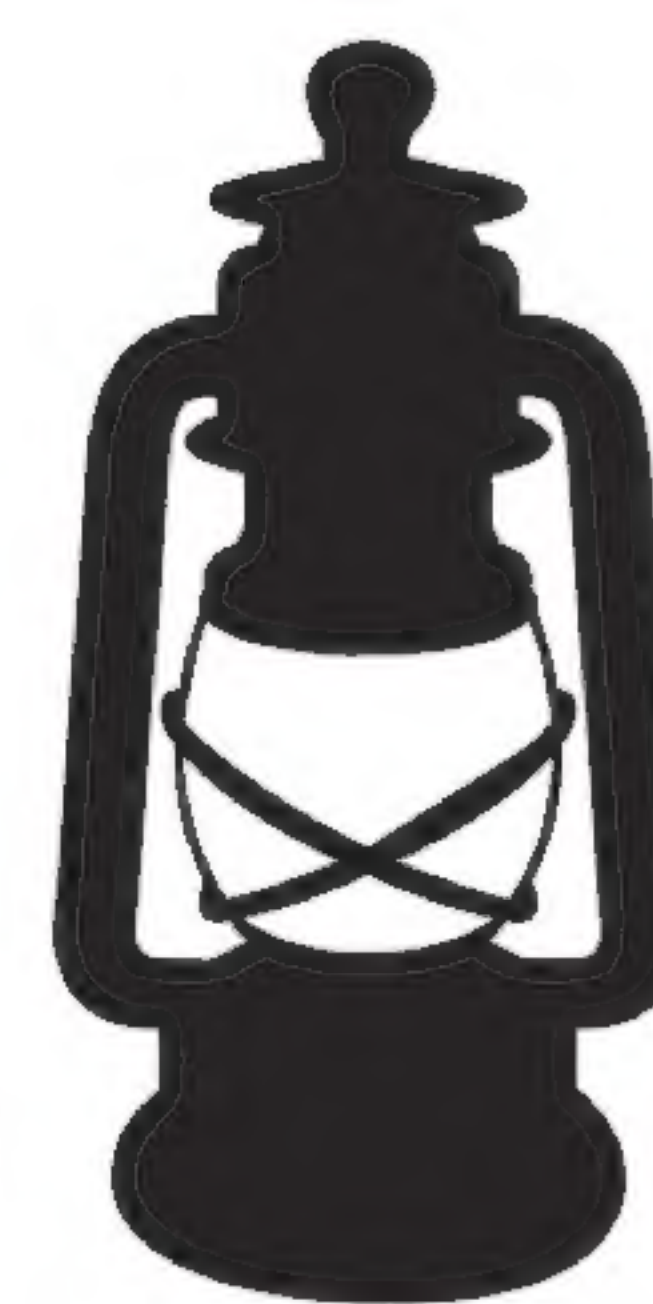


Wisconsin Center
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

**MEDIA
HISTORY**

DIGITAL LIBRARY



www.mediahistoryproject.org